

## Site Analysis Report for : scriptgalore.com

Search Engine Optimization Program Overview

Submitted by:



SEO Phalanx (Sister concern Phalanx Infotech (P) Ltd)

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### Analysis Report for scriptgalore.com



<http://www.scriptgalore.com/>

8<sup>th</sup>-Oct-2010

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### On Site Factors:

<b><i>FACTORS</i></b>	<b><i>Significance (Reason?)</i></b>	<b><i>Result (If any)</i></b>	<b><i>Site Scoring</i></b>	<b><i>ACTION (if any)</i></b>
<b><u>Pages Indexed by Google</u></b>	The higher the number of pages indexed by Google, better the ranking in Search Engines.	1,070	GOOD	Please add more quality Pages on a regular basis.
<b><u>Domain Age</u></b>	The older the domain, the better will be the ranking in SE's.	2005-04-23 to 2011-04-23	NOT GOOD	Please extend your site registration for maximum possible years which would enhance the reliability of your site for its visitors.
<b><u>Reverse IP</u></b>	Search Engines like clean and static IPs.	157	NOT GOOD	Go for a dedicated IP. It is good from Search Engine point of view.
<b><u>Canonicalization</u></b>	Canonicalization is the process of picking the best URL when there are several choices, and it usually refers to home pages.	Issue is there	NOT GOOD	Pick the url that you want and use that url consistently across your entire site. Don't make half of your links. <a href="http://www.scriptgalore.com/index.php">http://www.scriptgalore.com/index.php</a> . It Should be redirect to <a href="http://www.scriptgalore.com/">http://www.scriptgalore.com/</a> .
<b><u>Search Engine Visibility</u></b>	Your website's presence in major Search Engines makes it available to their network, hence boosts traffic.	found in Major Search Engines	GOOD	Great Work.

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### On Page Factors:

<b><i>FACTORS</i></b>	<b><i>Significance (Reason?)</i></b>	<b><i>Result (If any)</i></b>	<b><i>Site Scoring</i></b>	<b><i>ACTION (if any)</i></b>
<b><u>Page Rank (PR)</u></b>	Higher the PR, more the trust of visitors.	1	NOT GOOD	Need more in-bound links to make the site an attractive link prospect. Link Building will help.
<b><u>Cache</u></b>	It supports deep crawling of your site.	Retrieved on 26 Sep 2010	NOT GOOD	Update your site regularly by adding static pages on it.
<b><u>Title</u></b>	Brief and relevant title is highly considered by Search Engines and visitors alike.	Present	GOOD	The title you have incorporated needs to be more descriptive regarding your products, services and with some targeted keywords. Your title should be 60 to 80 characters.
<b><u>Description</u></b>	Brief and relevant description is highly considered by Search Engines and visitors alike.	Present	GOOD	Your description needs to be more descriptive with some targeted keywords and the Services that you provide.
<b><u>Headings</u></b>	Brief and relevant headings are highly considered by Search Engines.	Not Present	NOT GOOD	The text used in side the heading tag is not appropriate. Try to use some title related to your website.

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<b>FACTORS</b>	<b>Significance (Reason?)</b>	<b>Result (If any)</b>	<b>Site Scoring</b>	<b>ACTION (if any)</b>
<b><u>Quality of Page Content</u></b>	Google likes semantic and thematically relevant web content and ranks it high.	Present	OK	Enrich your content with natural language along with proper density of keywords.
<b><u>Broken Links</u></b>	Visitors don't like websites containing broken links.	3	NOT GOOD	Try to fix 1 broken link to maintain the quality of the web site.
<b><u>Availability of Search Facility</u></b>	Visitors can easily find the information that they are looking for.	Not Present	NOT GOOD	It is Good, Visitors can easily find the information that they are looking for.
<b><u>Ensuring quality of back links</u></b>	Major search engine accord high value to links rich in content.	274	NOT GOOD	Go for a Quality back links for articles, blogs and forum links.
<b><u>Live Support</u></b>	Visitors can instantly put forth their queries and get their answers	Present	GOOD	Great Work.
<b><u>Image Alt-tag</u></b>	Alt tags help Search Engines track the theme of the images on your pages.	Alt tags Use some images	GOOD	Try to put alt tag in every image.
<b><u>Relevant Stock-photos</u></b>	Theme related photos attract visitors and provide a professional look to your site.	Stock-photos Found	GOOD	Put some more relevant photos.
<b><u>CMS/ Navigation Structure</u></b>	Properly designed CMS makes a site user friendly and crawler friendly.	Properly Navigated	GOOD	Great work.
<b><u>HTML Validation</u></b>	Validating Web documents is an important step which can help in improving and ensuring the quality of your site.	95	NOT GOOD	Try to fix these 6 errors to Maintain the quality of the web site.

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### Off Page Factors:

<b><i>FACTORS</i></b>	<b><i>Significance (Reason?)</i></b>	<b><i>Result (If any)</i></b>	<b><i>Site Scoring</i></b>	<b><i>ACTION (if any)</i></b>
<b><u>Browser Compatibility</u></b>	Different browsers are used by different visitors.	1. IE 6.0 2. Mozilla	GOOD	The webpage should be compatible in major browsers.
<b><u>Link Popularity</u></b>	Greater number of quality back links boost your site's ranking.	Google - 2 Yahoo -406 MSN - 15	NOT GOOD	Need to improve link popularity in Google, Yahoo and MSN. Link building will help.
<b><u>Keyword Popularity</u></b>	Increases potential traffic if site gets listed among top 100 positions for major keywords in Search Engines.	Some keyword found in the top 100 of the search engines.	GOOD	Please optimize your site for all keywords to increase your ranking in major Search Engines. Link building can help.
<b><u>Black hat Technique</u></b>	Search Engines may penalize your site if you adopt any kind of black hat techniques.	Not Found	GOOD	Great work.
<b><u>DMOZ listing</u></b>	DMOZ is by far the most authoritative site.	Not Listed	NOT GOOD	Submit your website in DMOZ listing to Get higher search rankings to Your website.
<b><u>Yahoo directory listing</u></b>	Yahoo listing brings traffic, page rank and authority to the domain.	Listed	GOOD	Great work.
<b><u>About us listing</u></b>	Provides good authority and builds traffic to your domain.	Found	GOOD	Great work.
<b><u>Crawl able Links</u></b>	More number of crawl able links is good for domain.	2	NOT GOOD	Get more number of Crawl able links for your domain.

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### Keyword Ranking in Major Search Engines:

<b>KEYWORDS</b>	<b>Rank in Google.com</b>	<b>Rank in Yahoo.com</b>	<b>Search volume</b>	<b>Keyword Competition</b>
<b>turnkey websites</b>	55	118	9,900	269,000 (google.com) 1,990,000 (yahoo.com)
<b>ready made websites</b>	12	195	4,400	7,450,000 (google.com) 135,000,000 (yahoo.com)
<b>money making websites</b>	14	103	9,900	27,300,000 (google.com) 385,000,000 (yahoo.com)
<b>adsense websites</b>	105	0	6,600	425,000 (google.com) 636,000 (yahoo.com)
<b>google adsense money</b>	0	0	27,100	2,380,000 (google.com) 1,420,000 (yahoo.com)
<b>best affiliate programs</b>	0	0	40,500	8,440,000 (google.com) 102,000,000 (yahoo.com)
<b>making money internet</b>	0	0	246,000	117,000,000 (google.com) 197,000,000 (yahoo.com)
<b>make money on internet</b>	0	0	165,000	228,000,000 (google.com) 204,000,000 (yahoo.com)

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## Search Engine Optimization Services

Achieving high natural search engine ranking is dependent on two main factors:

- **On the page optimization** - provides about 20%-30% of the total ranking score.
- **Off page optimization or otherwise known as link popularity** - provides about 70%-80% of the total ranking score

The table below illustrates the main search engine ranking factors.

On Page Factors (20%-30%)	Off Page Factors (70%-80%)
1. Title Maximum 90 Characters	1. Age of the Domain
2. Body Text Word Count, Minimum 200 Words	2. Number of Inbound Links
3. Headings H1/H2/H3	3. Links From Delicious, Technorati
4. Link Text (Anchor Text)	Stumbleupon, squidoo
5. Domain Names, File and Folder Names	4. Inbound Link Text (Anchor Text) Keyword
6. Related Words in the Text, Latent Semantic Indexing	Focus
Score	5. Age of the Domains Linking In
7. Keyword Repetition, Proximity, Prominence About 3%-6%	6. Age of the Inbound Links
8. Alt tag attributes in Images and Links	7. Keyword Theme of Domain/Link Page
9. Page Size and Code to Text Ratio	8. Google Page Rank of Inbound Link Pages
10. Search Engine Friendly Navigation No Session IDs	9. Directory Listings (DMOZ.org, Yahoo, Second Tier Established Directory Listings.
11. Number of Pages Indexed on the Website	10. Niche Directory Listings
12. Website Freshness/Frequency of Updates	11. Inbound Links From Authority or Subject Matter Expert Sites.
13. Number of Outgoing Links and Relatedness	12. Domain Registration Length, the Longer the Better
14. Domain Class (.edu/.org/.com..etc)	
15. Site Map	

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### **Profile of our company**

SEO PHALANX specializes in generating high quality traffic for your web site through Search Engine Ranking and Local and Major Directory Placement. SEO PHALANX has been providing professional web related services on the Internet for last 3 years. With over 50 billion web pages vying for attention, website marketing tactics are crucial. SEO PHALANX work with the customer to develop a complete website marketing strategy which helps build viewer trust and loyalty and find affordable online advertising opportunities.

SEO PHALANX web site promotion methods have been researched and tested assuring you of the best and the most up-to-date technology that is available!

SEO PHALANX has the knowledge and experience to get your website to the Top Search Engine Placement in more of your keyword categories than any other search engine submission optimization service.

Our clients are listed within the 1st page of the major search engines. Many of them are reaping the rewards of being listed as Page 1 listing on search engines like Google, MSN(Bing), yahoo, AltaVista, alltheweb, Lycos, ask jeeves and more. You can reap the benefits too. We will personally work on your website to get higher placement on the Google and other search engines.

Your website needs to be found on the web in order for your investment to pay off. We don't spam saying we will submit your site to 300,000 search engines as it is purely a waste of time, frankly saying there are only top 10 search engines that has to be considered for search engine rankings. Our Motto! We strictly believe in **Quality** not quantity!

Currently we have a team of 75 members all dedicated experts in seo, link building, and copywriting, Usability etc. We have some noted professionals in the field of Search Engine Optimization working for SEO PHALANX, Some of them have blogs that share their extensive knowledge to the outside world. Some of their blogs have 100s of visitor's everyday.

Our company is capable of handling small to large web development / search engine optimization projects. Some of the experts working in Link building for SEO PHALANX have more than 7 years experience, We had worked in various Areas of link building, expertise are reciprocal link building, Directory submissions, press & article reproduction, one way link requests etc.

We have proficiency holders in Mass Communications, copywriting etc. All copywriting experts are well trained in SEO copywriting. They have capabilities of writing SEO related contents with Semantic themes. SEO PHALANX has a Top Level Professionals who has done extensive work in the field of Web Marketing.

With more than 7 years of experience and many satisfied clients spread across the globe, we stand as one of the most competent companies in the industry committed to deliver the best services. We are a private limited company growing very fast; we have a 4000 sq foot office with all infrastructures necessary.

### **WHY SEARCH ENGINE OPTIMIZATION (SEO):**

Search Engine optimization is the most important part of website to prosper in **Online Ecommerce-business**. A company's website is more than just a communication vehicle: it is a window to the world. Even so, the true potential of the Web is only emerging - it is the ability to combine **rich**

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**content and design with intelligent applications** and good strong votes (links). We believe in the power of productive processes and this experience is a result of an entire process of business, creative and technical understanding.

As a good SEO Company, we are proud of our ability of working closely with our customers and suppliers to achieve excellent results. Using a methodology based on our experience, we identify the ideal mix of strategies to accomplish your specific goals - ensuring both **cost-effective marketing solutions** and **quality results**. Sole purpose of search engine optimization is to increase traffic. Better traffic means better business. Our real purpose is to rank your site high in search engines.

### **WHY SEO PHALANX:**

SEO PHALANX System is a specialized **search engine optimization**, marketing, promotion and ranking firm. We set very high, but realistic goals and do not believe in misleading our clients. Search Engine Optimization also known as ranking is a gradual process as we all know and at the end of the time frame agreed upon, we guarantee **top ranking results**.

We assure you that at SEO PHALANX System we use completely tested and perfectly legal methods to optimize your website. We have people who are highly qualified and understanding any complex search engine algorithm. Our team of **consultants and marketing** specialists are well versed with the algorithms of every major search engine.

In Our SEO Company, we believe in providing the best results to our clients. SEO PHALANX employs a staff of optimization specialists and **position programmers** to make the site rank high. Search Engine Analysts determine the search engine trends, programmers implement these trends into optimization programs, and optimizers put the programs to work, in addition to **manual placement methods**, to carefully place and submit client sites into all of the major search engines and directories. Our focus is to **optimize web sites** around the products or services your company is offering, identifying the key phrases people will use to find out about the products or services you have to offer.

We then use our understanding of **search engine algorithms** to produce the results you need for your online business to flourish. We always keep updating ourselves to the latest trends in this field. We have a team of **dedicated optimizers** who dedicate part of their time in researching search engines and their new ranking algorithms, Understanding these algorithms is mandatory when it comes to **search engine optimization and marketing**.

One very big advantage we get from this model is the diversity across search engines, today Google expects a different kind of optimization, INK different, AltaVista, alltheweb all have their own way of ranking, so one phrase doesn't rank in one search engine it will rank in other similarly targeting a list of phrases drives **good targeted traffic** to the site and in the end client is happy with the results. Success of search engine marketing largely depends on selecting the right keywords. At this point, you have to send a list of the phrases that you feel are important to your site. Unlike our competitors, we spend a lot of effort on **keyword analysis** and **research** for you.

## **Organic search engine optimization services**

### **Keyword research using wordtracker, Overture and Google adwords:-**

One of the basic steps in search engine optimization is keyword research. Here competitive keywords relating to the site and unique to your domain are found... Keyword research is done to maximize the impact of search engine optimization. When the site ranks well more and more relevant customers come to the site leading to an increase in conversions and hence income for the site. The accurate identification and careful selection of these important keywords and key phrases can literally make or break any web site or online business.

**SEO Consulting:** - We provide Seo consulting services, which mean that we help get your site, ranked on the major search engines. For this we visit your site and provide a report on what has to be done to see that your site ranks. Both on page and off page factors are modified to make each page search engine friendly. SEO PHALANX Provides Professional search engine optimization and SEO consulting for all type of projects.

**Guaranteed Placements:** - We guarantee you that we will place you on top for your competitive keywords in major search engines like Google. This will bring targeted traffic to your site and increase the overall sales for your site. A better placement than your competitors ensures that you have an edge over them.

**Link Popularity Building:** - Link Popularity refers to the number of links pointing to your site, from other sites on the web. There are other terms in Link popularity, some of them are Link building, In Bound Links (IBLs) etc The Search Engines consider your site important and rank it higher if several other sites link to your site. There are two types of links you can establish on the web. One type is to trade links (Link Exchange), where you give a link from the links Page on your site to the partner sites. The second method is to establish 'only-incoming' links also called 'one-way links' or 'Non-Reciprocal links". One way are links established on the other websites where you do not need to link back to them, There are several ways of developing Inbound links.

Some of the techniques we follow in One way link building are:

- a) Submitting to Free Directories.
- b) Submitting to Paid Directories.
- c) Buying relevant text link Advertisements from established sites in your industry.
- d) Writing articles and submitting to various sites for publishing to increase link popularity of site.
- e) Press releases to increase link popularity.
- d) Sending requests to established sites explaining about the site quality and asking for links.

In link exchange process, you trade links with prospective partner sites by offering a link to their site from your own site. We provide reciprocal link building services to increase the link popularity of your site. We also maintain a list of all our partner sites and check that they maintain the links. There are some sites, which delete the links after their links have been placed on your site. We ensure that

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this doesn't happen. We see to it that your site has links to relevant sites. Using customized software like our automated crawlers we ensure that the partner site maintains your links without deleting it. This method is the cheapest way to establish several hundred links to your website.

**Comprehensive Monthly Ranking Reports:** - SEO PHALANX keeps you up-to-date with all that is happening between your site and search engines. In the ranking reports that we provide every month, we inform you about any changes that have to be made on your site, its current ranking and reasons for any changes in the ranking.

**Keywords Optimization (No. of words targeted minimum):**- The first job of any search engine optimization company is to find the relevant keywords. The next step is to optimize these keywords. The keywords should be relevant to the site as well as being unique from the keywords of your competitors. We will be optimizing keywords present in the HTML title tag, body elements to make the site is keyword rich, which is again a very important part of search engine optimization (SEO). We do semantic analysis by an expert to make sure that the document is best for the latest search engine algorithms.

**Extensive Competitive Analysis for better search engine ranking performance:** - We study the sites of all your competitors who are ranked high. We find out the keywords for which they are ranked and do a complete analysis of their site for you. Our team then sends you a comprehensive report giving you suggestions and ideas of how to improve the rankings of your site and outdo your competitors.

**Technical Support:** - Our team of experts is always around to ensure that you get all the technical support you want –be it initially or while we are maintaining your website for you. We provide phone support, email support, voice chat, etc. If you experience any technical difficulties just mail us and we assure you that you will receive a reply within 3 hours. This facility is available to you 24 hours a day 7 hours a week.

**24/7 Phone support and online support:-** Our search engine optimization (SEO) professionals are dedicated to offer you the very best support through live chat, mail and by phone to assist you with any questions or concerns you might have at any time of the day. This facility is available to you 24 hours a day 7 hours a week.

**Spell Checking:** - SEO PHALANX offers you the additional service of spell checking the contents of your website. Websites, which are grammatically perfect, are better ranked than sites that have a lot of errors and spelling mistakes. Hence we ensure that your site is perfect when it comes to spelling and grammar. We also see that any additional drafts, re-phrasing, etc. that we do are equally perfect. Search Engines are moving more and more towards semantic algorithms so spell checking is an important feature for any site.

**SEO Copywriting:** - SEO copywriting is rewriting the text on your site in such a way that it becomes search engine friendly while remaining appealing to the surfer. We also write best readable search engine friendly copies to bring relevancy to the site; SEO PHALANX copy writes your site contents in such a manner that search engines rank your page highly. Keywords relevant to your site are optimized so that your site ranks high when search engines crawl your site. We direct targeted traffic to your site, ensure that they are provided with the specific information and hence increase sales for you. Our copywriting services include modifying your site, headings, HTML text, layout, design and even images where needed.

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**Image Optimization:** - Image optimization is significant when it comes to search engine optimization. However they can be optimized to get your site ranked high. SEO PHALANX uses the “alt attribute” or “alternate text” for an image. Using this attribute make search engines rank your site higher. This is also useful to improve the usefulness of your document for people having text only browsers as 2-3 words describe the image they are unable to see.

**Creation of Meta information (title, description, keywords):-** Meta information is used to provide additional information about HTML documents so that the search engine crawlers are able to index the information more accurately. The Meta tag has three possible attributes content, http-equiv, and name.

There are 3 important types of Meta tags as far as search engine optimization is concerned:

**Title tag-** Title tag is not a Meta tag. However title tags play a vital role in your site’s rankings. It is these words or phrase that appears as the title of your page in the hyperlink listings on the search engine results. Hence SEO PHALANX gives a lot of importance in the creation of title tags. We include the most relevant and specific keywords or key phrases in the title tag that describe the contents of the page aptly.

**Meta description tag-** This gives a short and concise summary of your website page. It is mostly these words that are placed in SERP just below the title tag to give a brief description of your page. SEO PHALANX ensures that the Meta description tag is brief but with all the keywords included and also that it is different and customized for each page. **Meta keywords tag-** We create the Meta keywords tag for you with a maximum of 15 non-repetitive, competent keywords. This is sure to help you get your site ranked among the top sites for the relevant keywords.

**Hand Submission to Dmoz directory:** - Dmoz directory is the biggest directory on the web and an inclusion in the Dmoz directory is very valuable to any site. SEO PHALANX realizes the importance of this and hence provides the service of hand submission to dmoz directory. We realize that 1 link in the Dmoz directory is worth a 1000 other links. There are many sites out there which Uses Dmoz Dump also called the dmoz directory data to create their own directories, So the sites which uses dmoz dump will have an extra listing for every site which used dmoz data.

### **Dmoz title and description optimization and submission:-**

Dmoz is the ultimate directory of the web, they power the Google directory and 1000s of smaller directories, Search Engines feel dmoz listing is an expert listing for a site, An expert document is a collection of links without any affiliate links in it, Dmoz is one such directory since it is edited by human editors who check each and every site carefully with lots of patience, They take all precautions to avoid spam sites and this makes Dmoz the best directory for all search engines, A listing in dmoz is a vital boost for all sites, We do hand submission to dmoz directory optimizing the title and description, A inclusion in Dmoz depends on the editor of the category, If the category is an active category the editor will edit the category often and add new sites or else if the category editor is not active it takes a lot more time for site inclusion, We don’t guarantee a inclusion in dmoz since it is not in our hands but we do the submission with perfect title and description according the Dmoz guide lines.

**Website Usability Analysis by Usability and copyediting expert:-** The usability of a website is considered to be very low when the navigator is unable to find the information he is looking for.

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When this happens you are losing business and customers. SEO PHALANX's usability analysis ensures that your site is easily navigated, best for all type of users which in turn provides the best ROI.

**Creation of robots file:-** A robots file is a file on a website in the root directory which determines which search engines have access to which pages within a website. SEO PHALANX understands the need for robots file because search engines can't crawl your sites without robots file. Hence we pay a lot of importance to the proper creation of robots file.

**Resubmission of sites to certain search engines if necessary:-**

Certain search engines are not too active in crawling sites; They some times drop sites which are pretty old in their database, For these type of smaller search engines resubmission becomes necessary, We resubmit to these search engines so that the site stays fresh in their index.

**Submission to important paid inclusion directories:-**

There are many directories out there which charge a small amount for inclusion in their directory, Some of the paid inclusion directories are very useful in sending high quality traffic, passing good pagerank and sending perfect link popularity, So paid inclusion is sometimes necessary for certain schemes, We provide paid inclusion to important directories, optimize the description and maintain the listing at a mean cost.

**MOD\_Rewrite / URL rewrite for Dynamic sites for better search engine crawling:-**

Search Engines are not too comfortable with dynamic URLs, Especially URLs with multiple query strings are difficult to understand by the search engines, For this we use a technique called Mod\_rewrite to rewrite the URLs to make it search engine friendly, This service applies for dynamic sites, especially sites which deal with lots of products and complex transactions.

**Buying text link advertisements from relevant sites to increase the link popularity of the site:-**

Today search engines consider anchor text in inbound links from established relevant sites a major part in the ranking algorithm, Good relevant anchor text will bring targeted traffic as well as good exposure to visiting search engines, Search Engines are moving more towards link algorithms and we make sure that we are upto the mark by placing the links on good targeted sites, This service is a bit costly and applies to only higher plans.

**Signed up contract for half yearly or yearly placements:-**

We provided signed up contracts for long time search engine placements, we will make sure that we never do any bad practices and the documents will be signed by our CEO.

**Website Load time checking with customized tools:-**

Search Engines are just like any other good browsers, Some sites wont perform well if they don't load will to the search engines, Search Engines don't like sites which takes a lot of time to load and they sometimes ignore those type of sites and place them a lot lower than fast loading sites in their index, So good loading time is mandatory for sites, We make sure we do good image optimization and other high density stuff and make sure the site loads very fast for all search engine crawlers.

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### **Search engine submission by hand to all the major search engines:-**

Not all search engines find sites by links, There are many smaller search engines which need manual submissions to get the sites included, Though these search engines provide small amount of traffic those traffic is sometimes highly targeted, We at SEO PHALANX make sure we submit the site by hand to all major search engines which don't use link crawlers to find sites.

### **Site map for better crawling of your site:-**

Sitemap is necessary for sites which are pretty large and for sites which don't have proper crawling capabilities, There are some sites which have their menu in scripts or mouse over or flash etc, Search Engines don't like these stuff they like straight forward text links or image links for better crawling, We at SEO PHALANX System make sure we have proper text links to all the important pages of the site Via anchor text to make the site best crawlable.

### **Search Engine Algorithm Updates: -**

Search Engines are not the same everyday, They keep changing their algorithm to stand the tough competitive market, Search Market is very competitive and there are 100s of new search engines coming out everyday, To keep up to this trend search engines update their ranking algorithm to find the most relevant document for the query, Google the No.1 search engine is known to do update minor changes to their algorithm at least 10 times per month, We at SEO PHALANX have dedicated algorithm experts to analyze changes in the algorithm and do changes to the pages accordingly.

### **Guaranteed Website Inclusion into Google Search Engine:-**

We guarantee inclusion into the No.1 search engine Google, Today most of the search users are Google users, we will make sure your site is not involved in any bad ethics and is perfectly placed in the Google search engine results.

### **100% guaranteed Uptime during site Modifications:-**

We guarantee 100% uptime of site during all modifications done by us to your site, We have worked with large ecommerce sites with 1000s of unique visitors per day and we have made it sure we don't do any mess up with the site, We take all precautions during modifications and we also make sure we have latest copy in all our systems.

### **Website Analysis: -**

SEO PHALANX is currently offering a website analysis as part of the website marketing campaign to determine the sites capabilities for search engine optimization and PPC services, we do in-depth website analysis and provide a detailed report on what has to be done to the site, We will then implement all the changes needed to the site.

### **HTML Validation Checking: -**

We do HTML validation for sites which needs it, there are some sites which are coded badly and it is a big block for visiting crawlers we recode those pages and make then search engine friendly.

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### **Browser Compatibility checking: -**

Search Engine optimization is not all about building sites for search engines, Users should be an important consideration when optimizing a site, We check the site in all the available browsers like Opera, Internet Explorer, Firefox, Neoplanet browser, AOL Browser, Netscape Browser etc, A wider list of browsers we perform testing is listed here ([www.browserlist.browser.org](http://www.browserlist.browser.org)).

**Hand submission to more than 200 free inclusion directories** - Link building is a vital part all search engine optimization, Relevant links from sites always matter and will continue to matter more, Directories play a vital role is holding quality links, Search engines always consider links from directories as a good vote for a site, Not all links are created equal there are places where some links are given a little bit more value, For example a link from dmoz or yahoo directory is well valued than a link from some junk new directory, So links are very important, There are around 200+ directories we know of and we make sure your site is submitted to all those directories, Most of the hand submission to these directories are subject to manual review and an inclusion depends on when the directory volunteer reviewer reviews the site and adds it to their directory.

**Extensive Log file analysis** - Log file analysis is very important to check the click through from search engines, Also we can analyze which page visitors take through your site, which page they land coming from a referral like search engine and which pages they view in their visit to the site, Also it is possible to check which keywords convert well from a search engine, It is important converting keywords are given more priority, Also log files reveals which pages get more traffic and what type of traffic the page gets, For example a non commercial phrase ranking might bring a lot of traffic but less conversion, but a commercial keyword phrase ranking brings lesser traffic but high ROI.

Tracking the landing pages for the appropriate keyword is very important, if a keyword converts well, we have to make sure that the page ranking for that keyword/keyword phrase is well prepared for an effective conversion; we at SEO PHALANX are bound to make that happen.

**Re-optimization of site** - to make sure your site is upto date with the ever changing search engine algorithms, it is important that we constantly tweak certain page so that we rank for the necessary keywords, this in one important reason why SEO is a long term commitment.